From: Bria King via Spotlight
To: Calvert, M.
Subject: [MARKETING] The best facial recognition for child trafficking cases
Date: Monday, July 2, 2018 9:14:30 AM

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Michael,

Great news. We've been testing leading facial recognition technology, and we've found the best one for your investigations. As of today, when you search on an image you'll be seeing PhotoDNA matches, as well as facial recognition matches. We're seeing up to a 200% increase in discovered phone numbers. You can let us know what you're seeing by responding to this email.

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4. Copying external links

explore the updates

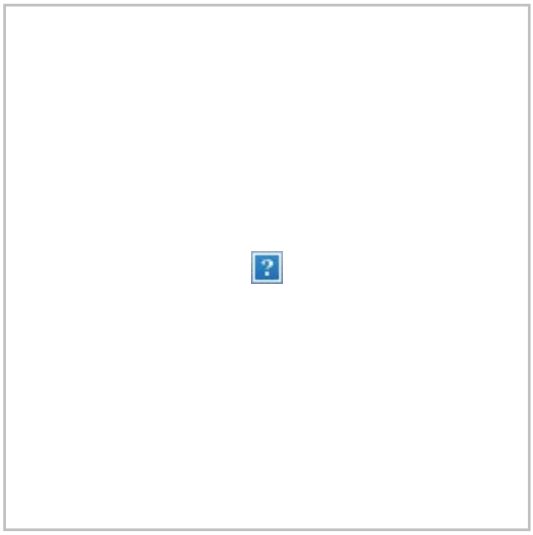
1. FACIAL RECOGNITION

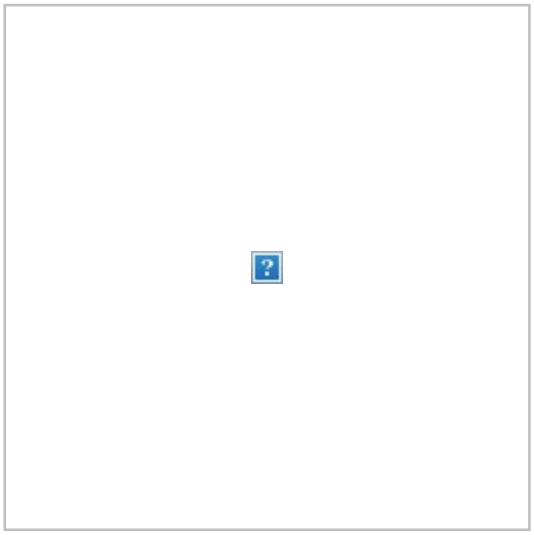
Now when you conduct an external image search or pivot off of an image in Spotlight, you'll not only see images that are similar by PhotoDNA, but also facial recognition results. We're comparing images to over 3 million faces from Spotlight.

If you're conducting an external image search, creating an alert on the image will send you activity based on facial recognition and PhotoDNA matches - making it so easy to plug in a photo of a missing child and see results.

When comparing the results to PhotoDNA, we're finding that facial recognition results uncover as much as 200% more phone numbers and 35% more locations.

Let's see it in action:
Searching off the photo on the left, returns search results with the photo on the right.





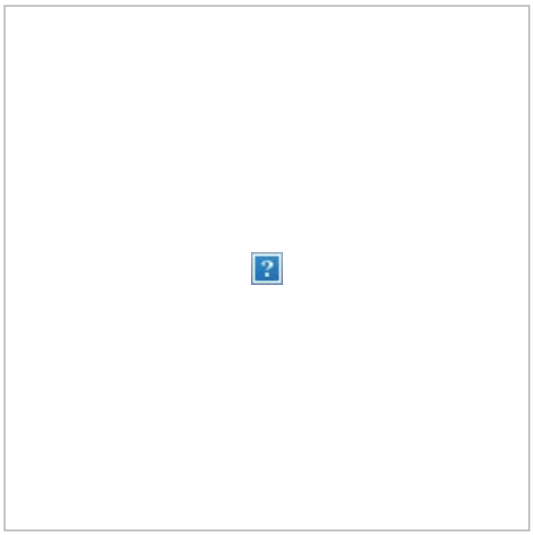
To get the most out of your facial recognition searches, search images that:

- Have a front-facing face.
- Have flat lighting on the face, as opposed to varying shades such as shadows.
- Have sufficient contrast with the background.
- Are sufficiently large. Facial Recognition can detect faces as small as 40x40 pixels in an HD resolution image (1920x1080).

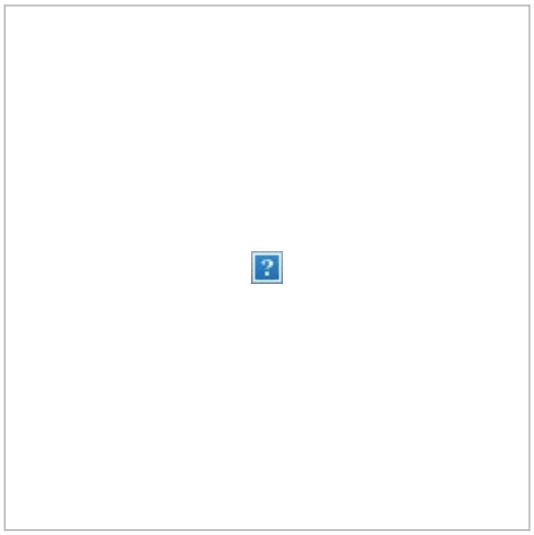
Are bright and sharp.
- Avoid occlusions such as head-bands or masks.

Combining PhotoDNA and Facial Recognition is uncovering more phone numbers, and more locations.

Using only PhotoDNA for image similarity, pivoting off this image uncovers **2 phone numbers**.



Now, pivoting off an image now with PhotoDNA AND facial recognition, we’re uncovering **11 phone numbers** and even more locations.



Facial recognition will drastically increase your results, but it does not guarantee that search results will return images of the same person. Adding filters to your results can help you hone in on your victim. To see only similar images and not images matched by facial recognition, uncheck the box "include facial recognition results".

2. FILTERING

You can now filter out search results that do not contain a phone number. This is meant to help reduce the noise from potentially fake ads that do not contain relevant contact information.

You can also update your displayed results to exclude facial recognition results. This filter will only show when an external image search is conducted. By default, this box will be checked to show you facial recognition results (because we think it’s pretty cool).

3. UPDATE TO SOURCES

The sources filtering display active sources differently from inactive sources. While we maintain the historical data from the inactive sources, you'll be able to see which we are no longer collecting from as those sites have been shut down.

4. COPY LINK

We’ve noticed new escort sites have taken additional security precautions since the Backpage shutdown. As a result, we’ve updated the original source to be a copied link you can paste into your browser address bar instead of a direct link from Spotlight.

Your feedback drives Spotlight, if you have an idea on how to improve this feature, or any other, reply to this email of submit a Spotlight feedback form.

— Bria & the Spotlight team

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